

DYNAMIC AUDIO ADVERTISING UPDATES

Joe S. Abuan

Berkat S. Tung

Seung Ho Cho

5

ABSTRACT

10 A method for updating audio advertisement that a caller may hear while using an
Internet telephone service. The updating of the audio ads can occur in a dynamic fashion
for the effective targeting of consumers with an appropriate advertisement, promotional
offer, and/or other marketing technique. The present invention allows custom audio ads
to be played at the beginning and/or end of the Internet call. The audio ads may be
15 played to the user as part of a predefined sequence, frequency, and/or rotation of
audio ads.